

# INFORMATION

## EXCHANGE

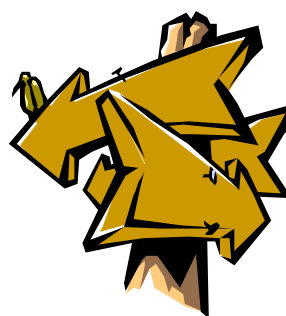
April 2003

### Resources for Workforce Development Programs

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## Need Direction?



## Call the Employment Training Network!

Do you feel that you might like to take your program in a different direction? Do you keep running into roadblocks when you try to obtain additional training/resources to strengthen your staff? Are you uncertain which way you should go to get some assistance?

The Employment Training Network (ETN) can show you the way! We can provide, at little or no cost to you, professional consultants who will provide on-site customized training and technical assistance.

We also maintain a lending library which contains a wide variety of current, relevant resources that can be accessed by calling (916) 654-8386. We will also help pay the cost for travel to visit exemplary programs.

We are here to serve Workforce Investment Act (WIA)-funded agencies. For information about using our services please call us at (916) 654-8896.

We will help map out a plan that will put you on the road to success - and point your programs in the right direction!



ASSOCIATION OF CALIFORNIA SCHOOL ADMINISTRATORS

## Workforce Development Update

### Great Evaluations for the CBU Trainers!

It has been another good year for the Capacity Building Unit (CBU) trainers!

The CBU of the Employment Development Department (EDD) Workforce Investment Division offers staff development training at no cost to Workforce Investment Act (WIA)-funded employment and training partners.

In calendar year 2002, the CBU training team provided training to over 5,000 staff persons state-wide with excellent overall evaluations. The range of topics were as varied as the organizations receiving the training.

Over 1,600 staff received training on performance management for youth, adult and dislocated worker programs.

Program related classes on retention, case management, WIA administrative requirements, and WIA overview were provided to over 1,000 participants.

Other classes focused on staff development such as presentation skills, training for trainers, communication skills and facilitation skills - all of which are essential to staff working directly with clients. More than 400 persons were in attendance for these classes.

Recipients of the Governor's 15% Discretionary funds, including Community and Faith-Based organizations, received training for over 1,200 of their staff. The class participants were provided an introduction to the Workforce Investment Act as well as training on forms completion, financial management and overall program expectations.

Congratulations to the CBU trainers!

(For a complete listing of CBU classes please visit: [www.edd.ca.gov/wiacat.htm](http://www.edd.ca.gov/wiacat.htm). If you would like to attend a CBU class, please call the host contact person listed on the Training Calendar located at: [www.edd.ca.gov/wiocal.htm](http://www.edd.ca.gov/wiocal.htm))

### Mark Your Calendars!

#### **National Youth Employment Coalition - 11th Annual Retreat and Members' Meeting**

April 3-5, 2003-San Diego

<http://www.nyec.org/2003RetreatMain.htm>

#### **The Performance Institute - 2003 National Summit on Youth Workforce Development**

April 14, 2003-Washington DC

Contact: James Simpson (703) 894-0481 x204

E-mail: [simpson@performanceweb.org](mailto:simpson@performanceweb.org)

#### **California Workforce Association (CWA) Annual Spring Conference**

April 22-24, 2003-San Diego

[www.calworkforce.org](http://www.calworkforce.org) - (916) 325-1610

#### **Mindy J. Oppenheim - the SEED Learning Styles Workshop**

April 23-24, 2003-Long Beach

May 14-15, 2003-Sacramento

Contact: (415) 345-1780

[SETraining@yahoo.com](mailto:SETraining@yahoo.com)

#### **MAXIMUS Employment Network - Ticket to Work Conference**

April 29, 2003-San Francisco

May 1, 2003-Fresno

[www.calwia.org](http://www.calwia.org)

#### **American Society for Training and Development - ASTD 2003 International Conference & Exposition**

May 18-21, 2003-San Diego

Contact: 800-628-2783 or 703-683-8100

<http://www1.astd.org/astd2003>

E-mail : [customercare@astd.org](mailto:customercare@astd.org)

#### **Greg Newton - Building Employer Relationships: Making Businesses Satisfied, Lifelong Partners and Customers**

June 9-10, 2003-Location TBA

June 11-12, 2003-Location TBA

[www.calworkforce.org](http://www.calworkforce.org) - (916) 325-1610

Marketing

## Cause-Related Marketing - Position Workforce Services for Successful Partnerships

Positioning to the world of marketing is like location to real estate. It's the key to building value and demonstrating who you are and what you do differently (and better) than other organizations. In workforce development, limited budgets continue to pose challenges in launching branding campaigns to build this customer awareness.

Use cause-related marketing (CRM) as a strategy to position your workforce organization with the news media. CRM is when a non-profit links their cause with a for-profit company for mutual benefit (i.e. Avon's breast cancer walk).

CRM was used in branding the San Diego Workforce Partnership's web site, [www.SanDiegoAtWork.com](http://www.SanDiegoAtWork.com), a localized career management site. Local CBS affiliate, KFMB TV 8, was approached about co-branding the site and opportunities to take workforce development as a station "initiative". KFMB created a co-branded "jump page", called *8 At Work*, for displaying sponsorship logos and informing customers about the menu of topics available on [SanDiegoAtWork.com](http://SanDiegoAtWork.com). KFMB produced and ran 30 second commercials about the site for both the employer and the job seeker.

Both entities brought something of value to the table. We brought subject matter expertise, the one-stop centers, employer contacts, the job matching board and our expertise and reputation. KFMB brought media power, resources for commercials, a sales team and Web designers.

The 15-month initiative resulted in the *8 At Work* page being the third most visited area of KFMB's site and resulted in aligning with their news team to conduct special stories and a regular weekly segment. The value of this partnership resulted in over \$1 million in news media stories.

Build value in your workforce services and position them for a win-win partnership with your local media. Even if you don't have a web site, you have brainpower and many services that are of value to the community and the media. Position, position, position.

*Author, Celina Shands, is the Director, Marketing and Communications, for the San Diego Workforce Partnership. For more information, you may contact Celina at [celina@workforce.org](mailto:celina@workforce.org) or phone at (619) 238-1445.*

Labor Market Information

## California Occupational Guides Available in Spanish

As part of the Employment Development Department's (EDD) effort to provide better service to its diverse clientele, the Labor Market Information Division (LMID) is in the process of translating the California Occupational Guide series into Spanish.

Twenty-three Spanish-language Guides are now posted on the LMID web site at: [www.calmis.ca.gov/htmlfile/subject/guide-es.htm](http://www.calmis.ca.gov/htmlfile/subject/guide-es.htm). Links to the Spanish version have also been added to the English-language page at [www.calmis.ca.gov/htmlfile/subject/guide.htm](http://www.calmis.ca.gov/htmlfile/subject/guide.htm). Spanish readers can download the free Adobe Acrobat Reader software at [www.adobe.es/products/acrobat/readstep.html](http://www.adobe.es/products/acrobat/readstep.html) to read the PDF files.

Occupational Guides are updated on a continuing basis. As they are updated, the Guides will be translated and will be posted on the web site in both PDF and HTML formats. Eventually, all Occupational Guides will be available in Spanish.

## Finding Employers on America's Career InfoNet

One of the most vital needs of job seekers, career counselors and many others is information about employers—who they are, where they are, and how they can be contacted. The Employer Locator career tool on the America's Career InfoNet (ACINet) web site meets this need by providing public information on over ten million employers in the U.S. You can search for employers by industry, occupation, name or location, and the Employer Locator tool displays over 40 data elements.

Other resources on ACINet can help you make smart career decisions. You'll find wage information, employment trends, occupational descriptions, state and local labor market conditions, and the most extensive on-line career resource library. Or, view career videos on nearly 300 occupations, look up education and training requirements, find financial aid resources and link to a variety of career web sites. To access the ACINet Employer Locator tool and other career resources go to <http://www.acinet.org>.

## *Successful Partnerships*

### **Labor's Community Service Agency Works for the Betterment of the Community**

Labor's Community Service Agency (LCSA) is a not-for-profit community-based organization that provides services directed at increasing the general health and well-being of local residents.

One of the programs operated by LCSA, Eliminating Barriers to Employment (EBE), is a demonstration project funded by the Workforce Investment Act (WIA) Governor's 15% Discretionary fund, offering services that have enabled a change in the economic conditions of its participants.

The LCSA has established successful partnerships with such organizations as the Chicano Federation, which provides EBE child care classes for low income participants; Center for Community Solutions, a homeless women's shelter which provides EBE participants with assistance in developing job skills and finding employment; and Toward Maximum

Independence, which serves EBE disabled clients. Other partners include community colleges, the Employment Development Department and One-Stop Career Centers. This combination of partners enables this program to serve a wide variety of adults who are unemployed, disabled, homeless battered women, ex-offenders, TANF recipients and/or low income students.

Individuals served are enrolled in partner programs and receive a wide range of services that help cover the costs of transportation, child care, auto repair, certification, licensing and other needs that are creating barriers to self-sufficiency.

For more information on how EBE's unique program design has enabled staff to better the lives of many participants, please call Isabelle Perez, Executive Director, at (858) 277-9962.

### **Antelope Valley Passport to Employment**

Where do over 400,000 people go to find jobs, get career information or obtain crucial vocational training? They go to the Worksource California Antelope Valley One-Stop Career Center. The Center serves over three thousand square miles in Northern Los Angeles County.

Over 5,250 people take the drive to 1420 West Avenue I in Lancaster every month to participate in the "One-Stop Career Center Passport to Employment." The Center has turned the lobby of the former Unemployment Office into a high-tech Career Lab. The days of waiting in the lobby for your name to be called have vanished. The lobby is jammed with high-speed Internet computers, telephone banks, fax machines, brochures, labor market information and business publications. The customer mood is clearly visible - everyone is quietly going about the business of finding a job or career.

The Center provides universal service on behalf of thirty-five separate contracts that are funded at five million dollars annually. The Employment Development Department is the lead agency for the Center. Available services range from the Private Industry Aerospace Network (PAN) and the Lancaster Palmdale Enterprise Zone, to Workforce Investment Act Adult, Youth, and Displaced Worker programs. In fact, over eleven funded partners have joined together to serve the public from this one building.

The central connection for the public to the Center revolves around the "Passport to Employment". The Passport sets out

specific steps that job seekers may take in their job search. It records their progress and gives customers a sense of accomplishment at a time when many may not be receiving much positive feedback in their lives. The Passport tracks attendance at Orientation Participation in Job Seeking Skills Workshops, registration with CalJOBS, completion of a resume, and submission of job applications.

In addition to providing direct job and career assistance, individuals who have enrolled in the WIA program are eligible for support services. These services are provided in order for a participant to be able to complete the path to self-sufficiency. When the case manager determines that the services will lead to successful outcomes, these services are approved as part of the Individual Employment Plan. Funds available to any individual cover childcare, transportation, occupational or license fees, special tools and clothing allowance. Finally, the Occupational Skills Training is available and may consist of post-secondary training courses.

Customers log between eight and ten thousand hits on CalJOBS per month. The office can be depended upon for service every work day without an appointment. As a result, when people become unemployed, the first place that comes to mind is the Worksource California Antelope Valley One-Stop Career Center.

For more information on this Career Center you may contact Pete Eskis, Executive Director at 661-945-5767 or email at [peskis@edd.ca.gov](mailto:peskis@edd.ca.gov).

## Program Resources

### Career Developers Conference - Survival Jobs to Dream Jobs

On May 29 and 30, 2003, the Sacramento Federation of Program Operators will host a conference for Career Developers entitled *Retention: Closing the Revolving Door* in Sacramento, California.

This conference promises to be a huge success with an impressive list of speakers including Larry Robbin of Larry Robbin & Associates presenting *The Radar Approach to Job Retention*; Michael Grabow of PRIDE Industries presenting *LINK* (*Listen to the entire team; Inform and develop your*

*team; None of us are as smart as all of us; Keep the team focused and accent the positive*; and Mindy Oppenheim of HOPE Rehabilitation Services presenting *Tools for Retention*.

For registration information, you may call Aliane Murphy-Hasan, Federation of Program Operators at (916) 264-3373 or visit the following web site:

[www.swol.org/html/conference.html](http://www.swol.org/html/conference.html)

### The Age Advantage: Making the Most of Your Midlife Career Transition

A new resource to the ETN library is the "The Age Advantage: Making the Most of Your Midlife Career Transition" by Jean Erickson Walker.

This book shows how to sell age and experience in the job market. It addresses challenges like age discrimination and lays out specific strategies to make a midlife career transition a success.

Getting a job is only part of the story for older workers. Their whole sense of self-worth is challenged. A lifelong belief in strong work ethics, loyalty, dependability and pride in job performance has isolated them from the reality of today's workplace, where potential for what you can do

tomorrow is more important than what you did yesterday. The old implied contract of lifelong employment is becoming a quaint memento of the past; people need to create their careers with vision and manage them efficiently by using their talents and skills to their greatest advantage in the marketplace.

This book was recommended by the Employment Development Department (EDD) Senior Worker Advocate Office and the Society of Human Resource Managers. To request this book for loan through the ETN library, please call (916) 654-8386. To order your own copy or for more information about the author and the book visit [www.theageadvantage.com](http://www.theageadvantage.com)

## Worthy Websites

[www.doleta.gov/whatsnew/WIA\\_Factsheet\\_Final\\_v3.cfm](http://www.doleta.gov/whatsnew/WIA_Factsheet_Final_v3.cfm) - **WIA Reauthorization** - The authorization of WIA expires on September 30, 2003. WIA reauthorization is an opportunity to strengthen the coordinating infrastructure and innovation that many states and local communities have developed to serve businesses and individuals with workforce needs. Reauthorization of WIA also provides an opportunity to further the transformation and integration of the One-Stop Career Center delivery system into a coherent workforce investment system that can respond quickly and effectively to the changing needs of business and the new economy. Reauthorization will build on and improve what works under WIA; it also will identify barriers and fix what doesn't work.

[www.smallbusiness.ca.gov/](http://www.smallbusiness.ca.gov/) - California small businesses comprise nearly 98 percent of all businesses in the state, employing more than 50 percent of the state's workforce. The Governor's Advocate for Small Business (ASB) empowers California's small businesses to compete more effectively and more fully participate in the state's economic vitality.

[www.bls.gov/opub/ooq/ooqhome.htm](http://www.bls.gov/opub/ooq/ooqhome.htm) - The Occupational Outlook Quarterly (OOQ) provides practical information on jobs and careers. Articles cover a wide variety of career and work-related topics such as new and emerging occupations, training opportunities, salary trends, and results of studies from the Bureau of Labor Statistics.



# Check It Out!

The resource materials listed below are available for loan from the ETN library. Please leave a message at (916) 654-8386 with your requests. Available items will be shipped within 24 hours of request. If an item is already checked out, you will be placed on a reserve list.

## EMPLOYABILITY SKILLS

*Hard Work on Soft Skills, Creating a Culture of Work, (Video & Guide),* Public/Private Ventures (J2237-AV)

## PRESENTATION SKILLS

*Speak to Influence, How to Unlock the Hidden Power of Your Voice,* Campbell Hall Press (J2211)

*Get Ahead in Presentations & Public Speaking,* Interactive Training Technologies Ltd. (CD-ROM) (J2209-CD)

## MOTIVATION

*A Winning Attitude, How to Develop Your Most Important Asset!,* SkillPath Publications (J2132)

*New & Improved!, 25 Ways to Be More Creative and More Effective,* SkillPath Publications (J2133)



*Reinventing Your Self, 28 Strategies for Coping With Change,* SkillPath Publications (J2135)

## JOB DEVELOPMENT

*Job Development Essentials, A Guide for Job Developers,* Public/Private Ventures (J2224)

*Using Assessment Results for Career Development,* Wadsworth Group (J2239)

## CAREER PLANNING

*I Could Do Anything If I Only Knew What It Was: How to Discover What You Really Want and How to Get It,* Dell Publishing (J2234)

*Do What You Love and the Money Will Follow,* Dell Publishing (J2235)

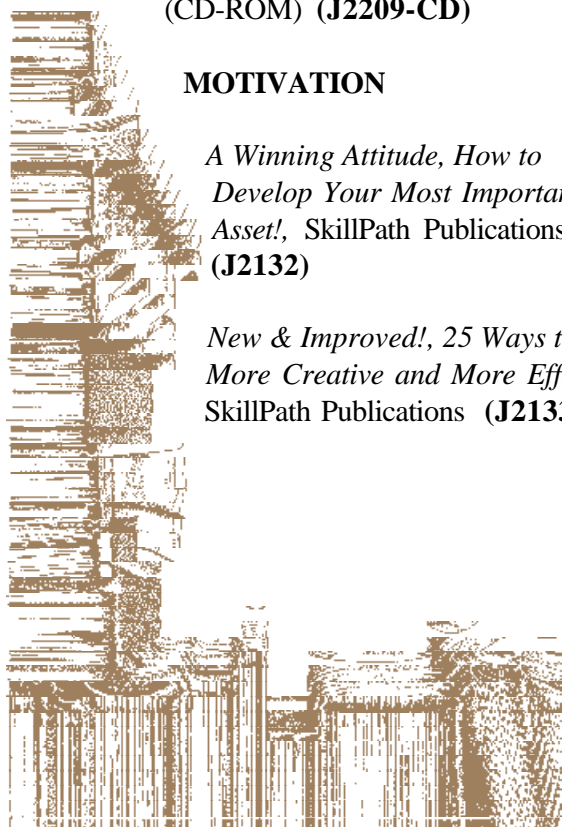
## ENTREPRENEURSHIP

*Starting Your New Business, A Guide for Entrepreneurs,* Crisp Publications, Inc. (J2019)

*Self-Employment: From Dream to Reality!, An Interactive Workbook for Starting Your Small Business,* JIST Publishing (J2236)

## OLDER WORKERS

*The Age Advantage, Making the Most of Your Midlife Career Transition,* Berkley Books (J2238)



# INFORMATION EXCHANGE

## APRIL 2003

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
	1	2	3	4
		<div>WIA Participant Reporting Forms Yolo County-(530)661-2709</div> <div>Retention=Success Glendale- (818)409-0476x7331</div>		
7	8	9	10	11
	<div>WIA Case Management for Adults Santa Ana- (714) 565-2640</div>			
14	15	16	17	18
				<div>"That's Not My Job!" Customer Service Oakland-(510) 768-4418</div>
21	22	23	24	25
	<div>Retention=Success LA City-(213)485-0405</div>	<div>Facilitation Workshop San Diego-(619)744-0370</div>	<div>Retention=Success Solano County-(707)863-4601</div>	
		<div>WIA Exit Strategies: Youth Santa Cruz-(831)454-5432</div>	<div>Out-of-School Youth: "Got the WIA Hook-Up" Woodland- (530)681-2105</div>	
		<div>California Workforce Association Annual Spring Conference San Diego-(915)325-1610</div>		
28	29	30		

\*Training in shaded boxes conducted by the Capacity Building Unit - [www.edd.ca.gov/wiacal.htm](http://www.edd.ca.gov/wiacal.htm)

# INFORMATION EXCHANGE

EMPLOYMENT TRAINING NETWORK  
c/o EDD/WID  
PO Box 826880 MIC 69  
Sacramento, CA 94280-0001

## THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

*Information Exchange* is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - [dcoad@edd.ca.gov](mailto:dcoad@edd.ca.gov); Internet site: [www.trainingnetwork.org](http://www.trainingnetwork.org)

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

**EDD is an equal opportunity employer/program.**